LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 744 (IDEA)—Req. No. 63001—1 page—(7 x 10 inches)—4 colors—National Magazines, 1978 (B)
Printed in U.S.A.

New National Smoker Study:

Merit Idea Winning High Tar Smokers.

'Enriched Flavor' technology confirmed by toughest taste critics in latest research.

Read what high tar smokers thought about the taste of low tar MERIT, in a detailed, nationwide research effort.

Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! *Cigarettes having up to twice the tar.*

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

As to current MERIT smokers:

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

This ability to satisfy former high tar smokers could be the most important evidence to date that MERIT is the first real taste alternative for high tar smokers.

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1978

MERIT
Kings & 100's

2061193097

Source: https://www.industrydocuments.ucsf.edu/docs/gjj... 2061193097